



Virginia Green Events



Profile:



Party for Nature

August 29, 2009

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

Party for Nature

Green Statement: "Promoting conservation through sports. Sports + Environment = Healthier people in a healthier world. We want to help effective environmental organizations protect land, waters, animals and plants around the world and in our backyard."



CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
 - Aluminum Cans, Glass, Plastic Bottles, Cardboard & Paper
 - All sponsor banners and materials are reused
 - 100% recycling policy
- ☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.
 - Disposable cups, containers and cutlery are recyclable.
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
 - Use electronic registration, correspondence and forms
 - Print brochures and other printed items on recycled content paper
 - Two sided copying.
 - Purchase and use all paper products with high recycled-content
 - Marketing pre-event done via email
 - All communications post event done via email as well
- ☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.
 - Choose a location/venue that shares a similar commitment to reducing its environmental impacts
 - Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
 - Encourage the use of mass-transit, walking, bike riding or carpooling to your event.

- Serve food items that are locally grown, sustainable or organic
- Use non-bleached napkins or maintain a supply of cloth napkins
- Serve water in pitchers and glassware instead of bottles, consider bulk sodas, etc
- Avoid box lunches – trays/platters are much less wasteful
- All materials are reused or recycled
- We are trying to get as close as possible to 0% waste

☒ **Green Signage.** Event planners must commit to **tell their participants about *how green*** the event is. Event signage should include the *Virginia Green* logo and list all “green activities” practiced in the planning and operation of the event.

- Posted web-link to the Virginia Green Events webpage
- Create a green event section on your event’s webpage highlighting all of your green activities
- Post signs at registration which lists all green activities
- Use the Virginia Green logo on signs and at recycling centers



For more information on **Party for Nature**, see www.thegreenbusinessworld.com/sportsfornature or contact Jorge Morera at jmorera@thegreenbusinessworld.com.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen. Click on “Events” for a more of green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

